



We're looking for a Director of Marketing & Communications!

Worth Rises seeks a Director of Marketing & Communications (exempt), working remotely, to be responsible for the strategic development and execution of all traditional and digital communications for the organization and its campaigns. The Director of Marketing & Communications should be a media savvy professional with strong relationships in print, online, broadcast, and streaming media, excellent pitching and storytelling skills, and experience in marketing and advertising as well as be a high-level thinker, strategist, and doer. They should have a strong understanding of criminal justice issues. The Director of Marketing & Communications will report to the Executive Director and collaborate closely with the staff across the organization in strategy and content development.

Worth Rises is a non-profit advocacy organization dedicated to dismantling the prison industry and ending the exploitation of those it touches. Partnering with directly impacted people, we work to expose the commercialization of the criminal legal system and advocate and organize to protect the economic resources extracted from affected communities and strip the industry of its power. Through our work, we strive to pave a road toward a safe and just world free of police and prisons.

Key Results (Year One)

- Create, finalize, and implement a comprehensive media strategy, which covers earned media (print, online, and broadcast) and owned media (emailers, digital ads, websites, and social media) to meet visibility and advocacy goals of the organization.
- Amplify Worth Rises' expert reputation by landing a speaking spot on a major television network or streaming platform for the organization and its work.
- Develop and implement an effective marketing funnel that moves supporters up the ladder of engagement, growing our number of subscribers by 25% and small donors by 15%.

Major Responsibilities

- Strategy & Management
 - Co-develop a communications strategy, including editorial direction, with the Executive Director that amplifies the organization's brand, content, work, and staff to establish the organization as an expert, promote its thought leadership, advance impact, and support fundraising.

- Collaborate with other directors and staff to ensure that all campaigns and projects have strategic marketing and communications components and support, considering campaign and project goals, audience, and resources and helping to develop effective messaging.
- Develop and implement an effective marketing funnel to increase the subscriber base, subscriber engagement, and small donor support.
- Set, track, and analyze clear and measurable metrics to regularly inform strategy.
- Lead the communications department, managing a growing team of staff and consultants supporting traditional media, digital media, storytelling, and creative design.
- Manage relationships with all marketing and communications-related contractors and vendors and oversee their contracted work product.
- Develop and implement systems and processes to streamline marketing and communications workflow, with protocol to test new strategies and messaging.
- Brand Management & Marketing
 - Manage the organization's branding guide and ensure brand consistency in our public image and across all our work, including our print and digital presence.
 - Manage each campaign's branding guide and ensure brand consistency across each campaign's print and digital presence.
 - Oversee the production of all publications, including copywriting and design.
 - Oversee the marketing funnel for subscribers and donors.
 - Oversee the ads program, including the full spend of donated Google Ads funds.
- Traditional & Digital Media
 - Develop and deepen relationships with producers, editors, and journalists, especially in broadcast and streaming media, and lead on media relationships and outreach.
 - Oversee traditional media functions, including drafting press releases, hosting press conferences, pitching coverage, and drafting opinion editorials.
 - Monitor daily news cycle and relevant coverage to pitch follow-up pieces and ensure the organization is a part of timely public conversations.
 - Prepare Executive Director for media appearances and speaking engagements.
 - Oversee the organization's digital presence, including the website, email communications, and all social media.
 - Oversee storytelling projects to amplify the voices of directly impacted people.

Critical Factors for Success

This role requires a motivated self-starter who takes initiative unprompted, consistently delivers high-quality work, is an excellent project manager, is a proactive and innovative problem-solver, appreciates direct feedback, and has the following:

- At least five years of professional experience developing and executing effective marketing and communications strategies that include robust print, digital, broadcast, and streaming media components. Experience in the criminal justice space is preferred.
- At least two years of professional experience driving social strategies and content development for Instagram, Twitter, Facebook, TikTok, and YouTube, including collecting, analyzing, and reflecting performance data.
- At least two years of professional experience directly managing full-time staff and contractors.

- Strong existing relationships — and a proven ability to build new ones — with producers, editors, and journalists at both major and niche media outlets, especially those covering social and racial justice, business or economics, and politics.
- Exceptional oral and written communication skills, including storytelling and copyediting.
- Proven ability to distill dense and complicated issues into easy-to-understand talking points and to quickly adapt messaging as necessary.
- Goal-oriented creative mind.
- Demonstrated ability to thoroughly follow-up and follow-through on multiple projects at once with meticulous attention to detail and deadlines, and flexibility in meeting shifting demands.
- Ability to leverage data and analytics to assess impact and adapt strategies.
- Experience identifying and training media spokespeople.
- Understanding of the importance of brand standards and proven ability to clearly define and implement brand guidelines.
- Experience working with the email automation platform Mailchimp.
- Willingness to work outside normal office hours as needed in timely media cycles.
- Working understanding of criminal justice, the prison industry, and/or the finance industry, and strong interest in learning more.
- Genuine commitment to our organizational values: act with integrity, focus on impact, deliver excellence, get it done, and operate with intellectual curiosity (visit worthrises.org/jointhefight).

Compensation and Benefits

Worth Rises offers a generous compensation package, including full medical, vision, and dental coverage, 20 days' vacation time, ten days' personal/sick leave, and three days' bereavement leave. Employees also receive a generous 401k contribution match, \$75 monthly cellphone stipend, monthly wellness reimbursement, and dedicated budget line for professional development. The annual salary for the Director of Marketing & Communications is \$135,000.

Application Instructions

Interested applicants should submit a résumé and cover letter

<https://worthrises.applytojob.com/apply/Tmr073YUoL/Director-Of-Marketing-Communications>

Worth Rises is an equal opportunity employer, and strongly encourages formerly incarcerated individuals, directly impacted individuals, people of color, members of the disability community, gender-variant and non-binary individuals, and other members of the LGBTQIA+ community to apply.